

Free Copy

APR 24 1944

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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 21, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing Through May 13	EXHIBIT: FIVE CENTURIES OF BALLET--1575-1944 This interesting exhibit may be viewed until May 13th. Open to public, 10:00 A.M.-5:30 P.M. daily; closed Sundays. Contact: Wildenstein Galleries, RE. 4-3300.	WILDENSTEIN GALLERIES	19 EAST 64TH STREET
Now Showing	NEW FUR COLLECTION "PROMOTES" PERSIANS Persian lamb is the leading fur in this newly-opened, trend-setting collection. Another specialty, the "AA" size coat, designed for women of average American height, 5'3". This house makes a specialty of correctly proportioned fit in fur coats in addition to high fashion. Press invited. Contact: Jack Zimmerman, Zimmerman-Scher, PE. 6-9316.	ZIMMERMAN-SCHER, INC.	SHOWROOM 150 WEST 30TH STREET
Now Showing	BENEFIT EXHIBIT: WATERFRONT SCENES A collection based on century-old waterfront scenes. Interesting for authentic costumes and ship models of that period. Proceeds will benefit Seamen's Institute. Two ship models were loaned by President Roosevelt. Open daily. Public invited, free. Publicity: Jerome Irving Smith, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	5TH AVE. BETWEEN 103RD AND 104TH STS.
Just Opened	SUMMER COLONY: MODEL FURNITURE ROOMS A fine assortment of furniture, full of ideas for summer interiors; flower stands, upholstery, awnings and all the trimmings of sun-exposed summer life. Press and public invited. Publicity: Etta Loughran, CH. 4-2000.	R. H. MACY & CO., INC.	FURNITURE DEPARTMENT 9TH FLOOR
Just Begun	COURSES IN MILLINERY AND GLOVE MAKING A display demonstrating what can be accomplished in a twenty-lesson Millinery Course, and a six-lesson Glove Making Class. Registration open now; classes begin April 24th. Price of Millinery Course, \$25; Glove Making Course, \$15. Contact: Dorothy Tyroler, Registrar, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Now Going On	DESIGN CONTEST FOR TEEN-AGE JEWELRY Talented teen-agers have until October 1st to create and submit original designs in the styles and colors that teen-agers like best. For the winning groups, E. K. Wertheimer & Son, jewelers, will make a suitable award. All teen-agers invited to submit designs. Contact: "Calling All Girls" Magazine, 52 Vanderbilt Avenue, CA. 5-6810.	"CALLING ALL GIRLS" MAGAZINE	ALL OVER THE COUNTRY
Friday Apr. 21 7:30 P.M.	ANNUAL RED, WHITE AND BLUE FETE The 1944 War crop of debutantes will help society leaders in this mammoth benefit fete, to raise funds for the Soldiers and Sailors Club of N.Y. A fashion show will be held between 7:30-8:30 P.M. in the Crystal Gardens, with fashions by Harry Collins. Chairman, Mrs. John A. Morris. Publicity: Marion Morrison, PL. 3-4600.	SOLDIERS AND SAILORS CLUB	RITZ CARLTON HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Apr. 21	ANNUAL CONFERENCE: HOSIERY INDUSTRY Large attendance expected at the second day meeting of the 1944 Hosiery Industry conference. Included will be discussions of topics of vital interest to hosiery dealers, such as yarn situation, OPA rulings, taxes, manpower problems, post-war problems, etc. Manufacturers invited. Contact: Mrs. Jellamy, MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Beginning Friday Apr. 21	WEDGEWOOD BLUE PROMOTION Eight Bridal windows amplified by a store-wide bridal promotion of Wedgewood Blue, the leading 1944 color for brides. Fine collections of Wedgewood Blue Bridal lingerie, fashions, and trousseaux articles. Press and public invited. Publicity: Betty Collins, LO. 5-6000.	STERN BROTHERS	THROUGHOUT ENTIRE STORE
Saturday Apr. 22 9:45 A.M.- 5:30 P.M.	COLLEGE FORUM To discuss political and social problems which will shape the post-war world, Mademoiselle Magazine is inviting outstanding young women students in leading eastern colleges and universities to participate in a day-long Forum. Students from eight foreign countries will give the Forum an international slant. There will also be panel discussions led by Professor Ralph Barton Perry, Harvard University; Dr. Hans Simons, New York School for Social Research; Professor Quincy Wright, University of Chicago; and Professor J. B. Condliffe, Yale University; and a luncheon address by the Honorable Jerry Voorhis, Congressman from California. Attendance by invitation only. Contact: Phyllis Schwalbee, College Board Editor, Mademoiselle, MU. 3-8910.	MADemoisELLE MAGAZINE	122 E. 42ND ST. 50TH FL. CHANIN TOWER MEETING RM.
Saturday Apr. 22 11:00 A.M.- 3:00 P.M.	FUN FOR THE CHILDREN An incentive for parents to shop at Bamberger's is offered through care and entertainment of children. Girls are looked after between 1-3 P.M. in the Girls' Shop; boys, 11 A.M.-2 P.M. in the Boys' Dept., where a Popeye act conducted by Harry Welsh, and other amusement features are offered to youngsters, free. Publ.: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	2ND AND 4TH FLOORS

WEEK BEGINNING MONDAY, APRIL 24, 1944

Beginning Monday Apr. 24	SCHOOL FOR HOUSEWIVES To give N. Y. housewives help in war-time cooking, courses will be given afternoons and evenings on Mondays, Tuesdays, and Wednesdays, free of charge, under N. Y. State auspices. Advance registration accepted at once at School for Housewives, Room 97, Murray Hill Hotel, 112 Park Ave.	NEW YORK STATE EMER- GENCY COMMISSION	AMERICAN COMMON 40 EAST 40TH STREET
Monday Apr. 24- Apr. 26 12:00 P.M. Luncheon	THREE LUNCHEON- FASHION SHOWS A 3-day millinery presentation will show 30 hats at each session, angled for the public and trade. 1st day's attraction, model hats by Florence Reichman, Laddie Northridge and Peg Fischer; 2nd day, Millinery Creators Guild will show models by its 8 members; and the 3rd day will be climaxed by MFI hats... Lily Dache, John-Frederics and Sally Victor. Maud Moody, Millinery Editor, Women's Wear will commentate each of the sessions. Public, Mfrs. and Press invited. Tickets \$3.50 each. Contact: Miss Evelyn, CH. 4-6547.	MILLINERY FASHION BUREAU	MONTE CARLO RESTAURANT 51 EAST 54TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Apr. 24 4:00 P.M.- 7:00 P.M.	RECEPTION FOR THE PRESS A new Gotham hosiery shop is marking its debut with a cocktail party for the press. Public invited the following day. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY CO.	NEW SHOP 634 5TH AVENUE
<i>have Friday 0000</i> Beginning Monday Apr. 24 <i>May 6</i>	CHECK THE CHILDREN For shopping parents, Macy's provides three Buffalo Bill shows at 11:00 A.M., 2:00 and 4:00 P.M. daily. Children are amused by Cowboy Bronco Charlie Miller who regales them with tales of the pony-express in 1861 when he was a friend of Buffalo Bill. Free for children; parents invited too. Publicity: Miss Raices, CH. 4-2000.	R. H. MACY & CO., INC.	TOY DEPARTMENT 5TH FLOOR
Tuesday Apr. 25 1:00 P.M.	MILLINERY FASHIONS AT LUNCHEON Summer hats In Full Sway is the theme of this millinery fashion show to which the press is invited. Open to public. Luncheon a la carte. Maretta Feeley Publicity: Miss Belle, PL. 5-6183. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MARETTA FEELEY (6 EAST 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Apr. 25 2:00 P.M.- 4:00 P.M.	3RD LECTURE IN RED CROSS NUTRITION SERIES Mrs. Sylvia Neubauer and Miss Pauline Leonard, Red Cross instructors, are giving a talk on "Make It Do, Eat It Up, Do Without," third, in this series of six lectures on nutrition. Tuesday, May 2nd, the top will be, "Enter-tain With A Clear Conscience"; May 9th, "Meals as Men Like Them"; May 16th, the final lecture, "One Touch of Canning Genius." Talks on Canning will follow the Nutrition sessions. Open to press and public. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Tuesday Apr. 25 3:30 P.M.	4TH LECTURE IN VICTORY GARDEN SERIES "Keep Your Garden Growing" is the subject of the talk by Elizabeth Clark of the Brooklyn Botanical Gardens. This winds up the series of Victory Garden Lectures, by authorities in the field. Advice on how to keep your garden growing all summer will be explained. Public and press invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Thursday Apr. 27 11:00 A.M.	THURSDAY MORNING FASHION LECTURES This Thurs. morning fashion lecture will be given by Virginia Carter, Director, Macy's Fabric Center; topic, "A Foundation Dress"; Thurs., May 11, "My Form", by Mrs. Spohn, designer; May 18, "Conservation", will be the topic discussed by Constance Talbot who has written many books about making and caring for clothes. The final session, Thurs., May 25, will be conducted by Virginia Carter who will discuss "Summer Tricks". Open to press and public. Contact: Dorothy De Groat, CH. 4-2000.	R. H. MACY & CO., INC.	DRESSMAKING CENTER 6TH FLOOR
Thursday Apr. 27 5:00 P.M.- 7:30 P.M.	"A SPORTIN' LIFE" COCKTAIL PARTY A novelty cocktail party marking an anniversary for Seaglow Fabrics and introducing a round-up of sun-up fashions made from Seaglow's Sutara, Glowvara, and Shanara fabrics, styled by leading sportswear designers. Trade and press by invitation. Publicity: Elaine Cramer, Ann R. Silver Associates, MU. 2-8633.	SEAGLOW FABRICS CORP.	SHOWROOM 1450 BROADWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Apr. 27 9:30 P.M. <i>May 4</i>	PARTY TO AID RED CROSS "One Touch of Genius" is the theme of the fashion show presented by Elizabeth Arden to aid the Red Cross, sponsored by a group of top-drawer N. Y. society women. Included will be music, dancing, refreshments; and naturally make-up fashions by Elizabeth Arden on models wearing clothes designed by Charles James especially for this event. Tickets, \$5 each, incl. tax. Proceeds revert entirely to Red Cross War Fund. Attendance, strictly by invitation. Publ.: Elizabeth Fenton, PL. 3-3410.	ELIZABETH ARDEN	RITZ CARLTON HOTEL CRYSTAL ROOM
Thursday Apr. 27- Aug. 6	EXHIBIT: FRENCH FASH- ION. SKETCHES, 1910-1940 A collection of colored fashion sketches of costumes imported by Henri Bendel during the years 1912-1939; donated by Mr. Leon of Henri Bendel. Outstanding Parisian designers will be represented; among them: Callot, Chanel, Poiret, Patou, Vionnet, Rouff, Jenny, Lanvin, Molyneux, Doucet, Cheruit, Worth, Premet, Alix and others. This is considered a very important record of French Fashion. Open to Press and public. Contact: Editorial Office, Brooklyn Museum, NE. 8-5000.	THE BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN
Friday Apr. 28 3:15 P.M. <i>kept week</i>	COOKING SCHOOL "DELICIOUS DESSERTS" "Delicious Desserts", the happy ending to every meal, are dwelled upon by Elsa Steinberger, lecturer and home economist for the Brooklyn Union Gas Co. Recipes prepared before the audience. Press and public invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Saturday Apr. 29 4:00 P.M. <i>next feature</i>	LECTURE IN "BEAUTY AROUND THE CLOCK" SERIES Highlighting a bridge party and tea for benefit of the Bushwick Hospital, Irene Schiller, beauty expert of Helena Rubinstein, will give a demonstrated talk on the Beauty and Accomplishments of women. Open to public and press. Tickets, \$1.93. <i>Helena Rubinstein</i> Publ.: Aimee Blaisdell, EL. 5-2100.	MISS IRENE SCHILLER OF HELENA RUBINSTEIN	PLAZA HOTEL GRAND BALLROOM
Monday May 1 1:00 P.M. Luncheon	HAIR STYLES AT LUNCHEON: "THE LONG & SHORT OF IT" The newest coiffures launched by the increasingly popular John Hall who makes a specialty of creating hair styles that go well with the new summer hats. Open to public. Press by invitation. Luncheon from \$1.85. Commentator and Publicist: A. Gail, CI. 7-6432. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	JOHN HALL (26 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday May 1	NEW SHOE STAMP IN EFFECT Stamp #18 in Book 1, will be terminated on April 30th, and a new one becomes valid. Airplane stamp in War Ration Book 3 will be good indefinitely for one pair of shoes. The market feels that this new shoe stamp will stimulate shoe business.	O.P.A. ORDER	ALL OVER THE COUNTRY
Monday May 1	DAILY TELEGRAPHIC MER- CHANDISE SERVICE To speed up the receipt of important trade news, Fairchild Publications will make available to all cities west of Chicago, within over-night mail reach, a new daily telegraphic bulletin service, called Fairchild's News-wires. Its coverage is in the apparel, home-furnishings and related fields, Mon.-Fri. Subscription, \$10 a month; \$100 a year. Contact: Mr. Louis Fairchild, Fairchild Publications, AL. 4-5252.	FAIRCHILD PUBLICATIONS	MIDDLE WEST

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 1- May 6	NATIONAL POSTURE WEEK Display managers throughout the country are putting in patriotic windows, the best to receive \$5000 in War Bond prizes. For further information, contact: Samuel Higby, MU. 3-9454.	S. H. CAMP COMPANY	200 MADISON AVE., N.Y. & JACKSON, MICHIGAN
<i>May 1 - St. Regis</i> Monday May 1- May 15	"CLOTHING FOR RUSSIA" CAMPAIGN Urgent need for clothing and home necessities for Russian families in liberated areas has been reported in a cable from Moscow by United States Ambassador W. Averell Harriman. For further information, contact: Russian War Relief, LE. 2-4900.	RUSSIAN WAR RELIEF (11 EAST 35TH ST.)	ALL OVER THE CITY
Monday May 1-30	FALL SHOWING OF CHILDREN'S LINES	COAT, DRESS, AND KNITWEAR MFRS.	INDIVIDUAL NEW YORK SHOWROOMS
<i>May 2 - City</i> Wednesday May 3 6:00 P.M.	SUMMER FASHION PRESENTATION A coordinated fashion show for women of all ages with special emphasis on junior fashions. All summer ideas, including play clothes, beach wear, cottons, prints, etc., all completely accessorized. Open to press and public. Publicity: Frances Patten, ST. 9-4700.	JOHN WANAMAKER	BUDGET STORE
Wednesday May 3	OPENING: PARIS FASH- IONS BETWEEN WARS Fashions between 1918-1936 seen in color sketches of famous couturier clothes from a collection of 5000 sketches including models by Chanel, Molyneux, Patou, Vionnet, Lanvin, and others, bequeathed to the Museum by C. J. Oppenheim of Jay Thorpe. Open to public. Publicity: Charlotte Hughes, RH. 4-7690. Jay Thorpe Publicity: Marrow McGurnin, CI. 7-4300.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. BALCONY
<i>May 3 - Waldorf</i> Wednesday May 3	FUR DESIGNERS STAGE FASHION SHOW	N.Y. FUR STYLISTS	GOVERNOR CLINTON HOTEL 7TH AVE. AT 31ST ST.
Thursday May 4	Ten outstanding fur designers will for the first time, present a group fashion show of fur coats, jackets and scarfs at the Governor Clinton Hotel. Designers include some of the leading furriers in N. Y. Designs and models will be dramatized on a scale hitherto unseen in the fur industry. Open to buyers, skin dealers, retailers and press. For further information, contact: Anita Grey, PE. 6-6956. <i>connections many have are</i>		
<i>10 AM Wed - Rus</i> <i>2:30 Wed</i> <i>10: Thurs</i> <i>2:30 Thurs</i> Thursday May 4	SUMMER SEWING FASHION SHOW Presented at 12:30, 2:30, 4:30, 6:30 P.M., this show will feature Advance Patterns of cotton play clothes and dresses of interest to home sewers. — Press and public invited. Contact: Dorothy De Groat, CH. 4-2000.	R. H. MACY & CO., INC. <i>Advance Patterns</i>	DRESSMAKING CENTER 6TH FLOOR
<i>May 4 - Plaza</i> Beginning Friday May 5- Jan., 1945	COURSE IN ADVANCED METEOROLOGY Sponsored by U. S. Weather Bureau, this course is free for women who have had 2 years of college, including physics and mathematics through calculus. Completion of course entitles graduates to civil service employment with the Weather Bureau; salaries up to \$2400. a year. Apply in writing, Room H, Dept. of Meteorology, College of Engineering, New York University Heights, New York.	NEW YORK UNIVERSITY COLLEGE OF ENGINEERING	UNIVERSITY HEIGHTS NEW YORK

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday May 6	ANNUAL RECEPTION AND DINNER Guest of honor at the 45th anniversary of the National Jewish Hospital at Denver, will be Reagen P. Connally, Pres. Interstate Department Stores and recently resigned head of the Consumer Division of the OPA. This widely attended charity affair always draws the most important New York retailers and manufacturers. Tickets, \$50 per couple, obtainable Nat'l Jewish Hospital, 19 West 44th St. Contact: Mr. Houtz, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Sunday May 7-12	SAN FRANCISCO FALL APPAREL OPENINGS	SAN FRANCISCO MFRS. AND WHOLESALE ASSOCIATION	INDIVIDUAL SAN FRAN- CISCO SHOWROOMS
Monday May 8 1:00 P.M. Luncheon	COTTON FASHIONS AT LUNCHEON Special cotton costumes and play clothes will be featured, emphasizing year-round uses of cottons, during this first St. Regis Roof-luncheon of the season. Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publicity: Mildred Kaldor, WI. 7-9600. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	FRANKLIN SIMON	ST. REGIS HOTEL ROOF GARDEN
<i>Philadelphia</i> Monday May 8 5:00 P.M.- 7:00 P.M.	ANNUAL GRADUATION FASHION SHOW & TEA The students of this fashion career school always plan their own graduation fashion show as an example of showmanship, part of their school instruction. Attendance by invitation only. Publ.: Rosemary Sheehan, CO. 5-3147.	TOBE COBURN SCHOOL FOR FASHION CAREERS	SCHOOL 1 WEST 57TH STREET
Monday May 8- May 15	RECRUITMENT DRIVE FOR PRACTICAL NURSES Climaxing its first year of activity by beginning a new, extensive drive for recruits, practical nursing will be dramatized in display windows, by New York department stores during week of May 8th. Practical nurse recruitment will also be plugged on women's radio programs and in newspapers. Publicity: Ann R. Silver, MU. 2-8633.	COMMITTEE FOR RECRUITMENT	250 WEST 57TH STREET
Tuesday May 9 1:00 P.M. Luncheon	BRIDAL GIFTS FASHION SHOW Jensen gift silver and china are tied in with Bridal fashions by Jay Thorpe at this luncheon fashion show. Open to public. Press by invitation. Luncheon a la carte. Jensen Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600. Jay Thorpe Publicity: Murrow McCurnin, CI. 7-4300.	GEORG JENSEN	RITZ CARLTON HOTEL OVAL ROOM
Tuesday May 9 4:45 P.M.	HAIR FASHION PREVIEW New summer and fall fashions for hair, with many new coiffure twists for summer-sports and fall-dress-up occasions. Press by invitation. Contact: Bernord Az Guro, WI. 2-1692. Waldorf Publicity: Ted Saucier, EL. 5-3000.	BERNORD AZ GURO	WALDORF ASTORIA HOTEL CARPENTER SUITE
<i>Wed May 10 - Waldorf</i> Wednesday May 10 Luncheon	SUMMER STYLE SHOW Milgrim's brings smart fashions to suburbanites by staging a town and country event showing everything from sophisticated clothes to simple country and resort attire. Westchester Biltmore Club members invited. Press by invitation. Publicity: Ruth Waltz, CI. 7-7200.	MILGRIM'S (WHITE PLAINS)	WESTCHESTER BILTMORE CLUB WESTCHESTER, N. Y.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 10 3:30 P.M.	PERSONAL APPEARANCE: 1944 MAID OF COTTON Miss Linwood Gisclard, the beautiful maid of cotton, will be featured in a "Luxable Cottons" fashion show at Loeser's where all kinds of summer sports, play, spectator and dressy cottons for every occasion will be modelled. Accessories: shoes, gloves, bags, and hats are also of cotton. There will be other models besides the prize-winning cotton beauty. Commentator, Clara Fergusson, of Lux Laboratories. Press and public invited. Publicity: Paul Murphy. Contact: Ann Haverlin, TR. 5-8100.	FREDERICK LOESER BROOKLYN	RESTAURANT 5TH FLOOR
Thursday May 11 1:00 P.M. Luncheon	"HAYRIDE COTTONS" FASHION SHOW In this hotel, just around the corner from her own new shop, Mary Lewis marks her Opening with a fashion-luncheon at the Plaza, showing beach clothes, play clothes, spectator fashions, children's styles, and mother and daughter fashions. Open to public. Press by invitation. Luncheon, \$2. Mary Lewis Publicity: Rosemary Sheehan, CO. 5-3147. Plaza Publicity: Alma Zaiss, PL. 3-1740.	MARY LEWIS	PLAZA HOTEL PERSIAN ROOM
Thursday May 11 2:30 P.M., 6:30 P.M.	OPENING: SUN AND COTTON SHOP An informal showing of summer clothes including California cottons for Beach and Resort wear; also, day-time dresses, play clothes, short evening dresses, etc. Open to press and public. Publicity: Miriam Priluk, TR. 5-3100.	MARTIN'S BROOKLYN	3RD FLOOR <i>Spectator fashion</i>
May 14	MOTHER'S DAY (Sunday)		
Monday May 15 1:00 P.M. Luncheon	MID-SUMMER STYLE SHOW Charming town and country styles expressed in chiffon, foulards, embroidered muslin, etc. Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, PL. 3-4500.	FARQUHARSON & WHELOCK (23 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday May 15	OPENING: FALL BLOUSE LINES	MEDIUM AND BETTER PRICE BLOUSE MANUFACTURERS	INDIVIDUAL NEW YORK SHOW ROOMS
Beginning Monday May 15	APPAREL AND MILLINERY FALL MARKET WEEK	ASSOCIATED APPAREL MFRS. OF LOS ANGELES & LOS ANGELES MILLINERY GUILD	INDIVIDUAL LOS ANGELES SHOWROOMS
Beginning Monday May 15- June 3	ANNUAL EXHIBIT: ADVERTISING ART <i>show business</i> examples of the best national advertising art pre-selected by experts and a "man-in-the-street" jury. These illustrations were submitted by artists, photographers, and designers of work published between Feb. 15, 1943-Apr. 1, 1944. Press and public invited. Contact: Winifred Karn, CA. 5-8400.	THE ART DIRECTORS CLUB OF NEW YORK	630 5TH AVENUE ROCKEFELLER CENTER
Monday May 15- May 17	STORE OPERATING FORUM A conference discussing basic store operating procedures and practices. NRDGA members who are store managers, superintendents, personnel directors, training and employment managers and executives are invited to attend. For further information, Contact: Edward Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	STATLER HOTEL CLEVELAND, OHIO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 16 1:00 P.M. Luncheon	WHAT THE THREE WAR BRIDES SHOULD WEAR To the tune of "3 Little Sisters", Jay Thorpe will present a fashion show featuring the bridal and trousseaux outfits of three girls, one marrying a soldier, one marrying a sailor, and one a marine. Fashions from Jay Thorpe's Smart Set Shop. Dorothy Gray will demonstrate 10 Beauty rules for Brides. Open to public. Press by invitation. Luncheon a la carte. Jay Thorpe Publ.: Murrow McCurnin, CI. 7-4300.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM
Wednesday May 17 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON This show marks the summer opening of the Waldorf's Starlight Roof. Russeks will present summer fashions in cottons, rayons, spectator and play clothes. Open to public. Press by invitation. Luncheon a la carte. Russeks Publ.: Beatrice Castle, WI. 7-1900.	RUSSEKS 5TH AVENUE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
<i>Lunch May 18</i> Thursday May 18- May 19 <i>del -</i>	ANNUAL CONVENTION Chairman of the convention committee, L.R. Root of Scovill Mfg. Co. Program events listed later. Contact: Toilet Goods Association, CO. 5-5443.	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Sunday May 21-23 <i>del.</i>	DISPLAY MARKET WEEK IN CHICAGO	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	MORRISON HOTEL CHICAGO, ILLINOIS
Monday May 22- May 26	DALLAS FALL MARKET SHOWINGS Buyers are traveling to Dallas now nearly as much as they do to N.Y. to see the latest in sports, play, western and spectator fashions. There will be 150 exhibitors in the show. Contact: Hucie Houston, Baker Hotel, Dallas.	AMERICAN FASHION ASSOCIATION	BAKER & ADOLPHUS HOTELS DALLAS, TEXAS
<i>Mon 22</i> Monday May 22- May 27	NATIONAL COTTON WEEK This year's celebration emphasizes the role of cotton in peace and war. Its slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton, with emphasis on the new plastic finishes for troop uses, and other exciting developments in cotton fabrics. To tie-in, contact: Cotton-Textile Institute, WO. 2-0270.	COTTON-TEXTILE INSTITUTE NATIONAL COTTON COUNCIL	ALL OVER THE COUNTRY
<i>Tues May 23</i> Wednesday May 24 1:00 P.M. Luncheon <i>del</i>	LUNCHEON SHOW OF SUMMER FASHIONS Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publ.: Josephine Hughes, WI. 2-2600.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday May 24	15TH ANNIVERSARY EX- HIBIT: "ART IN PROGRESS" This exhibit, which includes paintings, sculpture, architecture, industrial art, photography, dance and theatre design, and motion pictures, will fill 3 floors of the Museum and be on view through the summer. Public invited. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday May 25- Nov. 12	AMERICANA EXHIBIT Paintings, prints, costumes, architecture and decorative materials in this Americana exhibit, will be chronologically installed in the museum's exhibition galleries to give the complete picture of American culture. The	BROOKLYN MUSEUM	EASTERN PARKWAY

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

range of the exhibit is from the 18th Century to the present. Open to public after Press Opening and Reception on May 25th. Contact: Brooklyn Museum, NE. 8-5000.

Thursday 24 - 10:00

Saturday
May 26-30

DISPLAY MARKET
WEEK IN N. Y.

NATIONAL ASSOCIATION
OF DISPLAY INDUSTRIES

PENNSYLVANIA HOTEL
BROADWAY AT 33RD ST.

May 29-
June 5

FALL FASHION
OPENINGS

LEADING N. Y. COAT
AND SUIT HOUSES

INDIVIDUAL NEW YORK
SHOWROOMS

Friday
June 2

GRADUATION LUNCHEON
OF FASHION CLASS

LABORATORY INSTITUTE
OF MERCHANDISING

WALDORF ASTORIA HOTEL
PERROQUET SUITE

80 young women graduates, representing every section of the United States (and Hawaii), will be guests of this fashion-career school at a formal graduation ceremony and luncheon. Press by invitation. For further information, Contact: Laboratory Institute of Merchandising, CH. 4-5288.

Beginning
Monday
June 5

FALL SPORTSWEAR
LINES OPEN

SPORTSWEAR GUILD

INDIVIDUAL NEW YORK
SHOWROOMS

Members of the Sportswear Guild who will show their lines include: Adler & Adler; Davidow; David M. Goodstein; Kane-Weill; Mutual-Rosenbloom; Charles W. Nudelman; Zoltan Rosenberg; Sport-Craft; and Star-Maid Dresses.

Beginning
Monday
June 5

OPENING FALL
LINES

FASHION ORIGINATORS'
GUILD OF AMERICA

INDIVIDUAL NEW YORK
SHOWROOMS

Guild members who will show their lines include: Hansen Bang; William Bass Dresses; Anthony Blotta; Capri Frocks; Carlye Dresses; Deitsch, Wersba & Coppola; Fox-Brownie; Ed Gerrick; A. Goodman; Fred Greenberg Dresses; Joseph Halpert; Horwitz & Duberman; Junior League Frocks; International Dresses; Kaplan & Grabois; Samuel Kass; La Rue Dresses; David Leonard & Levine; Mary Lee; Parnis-Levinson; Ben Reig; C. H. D. Robbins; Martin Simon; Herbert Sondheim; Suzanne-Augustine; and Zuckerman & Kraus. Contact: Leonard Gendler, Executive Secretary, CH. 4-6945.

Wednesday
June 14
4:00 P.M.-
7:00 P.M.

FASHION SHOW AND
PRESS PARTY

NATIONAL NEEDLE-
CRAFT BUREAU

WALDORF ASTORIA HOTEL
SERT ROOM

The 4th Annual National Sewing Contest Fashion Show and Cocktail Party sponsored by the National Needlecraft Bureau is the climaxing event to award prizes to National sewing champions. Local contests are now being held all over the country, on radio and in newspapers. The New York contest is being conducted by Alma Kitchell, over WJZ. Publicity: Gwen McKenna, 485 Madison Avenue, EL. 5-5580.

Monday
June 26-
July 1

"SWIM FOR HEALTH"
CAMPAIGN

BATHING SUIT MAKERS &
PATRIOTIC SERVICES

STORES ALL OVER
THE COUNTRY

This is the 9th Annual "Swim for Health" Campaign. Purpose: to increase American swimming; to assist Red Cross and Armed Services in teaching everyone to swim; to further physical fitness programs in defense plants and in everyday life; Bulletins, posters and display ideas will be available to stores. Apply, Martin Stern, Director, Nation-wide Learn to Swim campaign, 60 East 42nd Street, VA. 6-0543.

Tuesday
July 11

FALL MILLINERY
FASHION SHOW

MILLINERY STABILIZA-
TION COMMISSION

WALDORF ASTORIA HOTEL
PARK AVE. AT 50TH ST.

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday.....PREMIERE: "UP IN MABEL'S ROOM" (Movie) GOTHAM THEATRE, B'WAY AT 47TH ST.
 Apr. 21 A United Artist's farce comedy starring Gail Patrick, Dennis O'Keefe, Mischa Auer, and Binnie Barnes. Costumes, Kay Wilson. Publicity: Arthur Jeffrey, BR. 9-7300.

Monday.....OPENING: "HELEN GOES TO TROY" ALVIN THEATRE, 250 WEST 52ND STREET
 Apr. 24 A new opera production by Max Reinhardt under the direction of Yolanda Mero-Irion, based on "La Belle Helene," with Offenbach music. Costumes, Ladis Czettol. Publicity: James D. Proctor, WI. 7-1093.
 8:40 P.M.

Wednesday...4TH IN SERIES, WED. LECTURES TOWN HALL 123 WEST 43RD STREET
 Apr. 26 In this series to keep the public abreast of events at home and abroad, 11:00 A.M. Ann O'Hare McCormick will give the final talk on April 26th. For tickets, Contact: Lecture Division, Town Hall, 123 West 43rd Street.

Beginning...7TH SEASON: SAN CARLO OPERA CO. CENTER THEATRE, 6TH AVE. AT 50TH STREET
 Wednesday Fortune Gallo's troupe consists of 150 persons, including the orchestra, Apr. 26 chorus, and ballet. Their repertory includes "Carmen", "La Traviata", "La Boheme", "Cavalleria Rusticana", "Rigoletto", "Aida", "Pagliacci", "Martha" and others. Publicity: Charles Washburn, CI. 6-5775.

Thursday....PREMIERE: "SEVEN DAYS ASHORE" (Movie) PALACE THEATRE, B'WAY AT 47TH ST.
 Apr. 27 An R. K. O. comedy starring Wally Brown, Alan Carney, and Nancy McGuire. Costumes, Renie. Publicity: Rutgers Neilson, CO. 5-6500.

Thursday....PREMIERE: "FOLLOW THE BOYS" (Movie) CRITERION THEATRE 1514 BROADWAY
 Apr. 27 A Universal picture starring George Raft and Vera Zorina. A musical comedy with lavish costumes and beautiful settings. Zorina's gowns designed by Howard Greer; others by Vera West. Publicity: Al Horwits, CI. 7-7100.

Friday.....OPENING: "A HIGHLAND FLING" PLYMOUTH THEATRE, 236 WEST 45TH STREET
 Apr. 28 A new comedy by Margaret Curtis, author and actress, starring Ralph 8:40 P.M. Forbes. Costumes, Motley. Publicity: Phyllis Perlman, CI. 5-5820.

Beginning...DOUBLE BILL AT OPERA ALVIN THEATRE, 250 WEST 52ND STREET
 Sunday Pergolesi's "Serva Padrona" and Wolf Ferrari's "Secret of Suzanne" will Apr. 30 be given this Sunday evening at the Alvin Theatre. This troupe is the same one as gives "Helen Goes to Troy"; they have voted to give their Sunday nights over to opera. Publicity: James Proctor, WI. 7-1093.

Monday.....OPENING: CITY CENTER OPERA CO. N.Y. CITY CENTER, 131 WEST 55TH STREET
 May 1 Sixteen performances of seven operas will be heard during a two-week opera season at the City Center. The operas include "Carmen", "La Traviata", "La Boheme", "Martha", "Pagliacci", and "Cavalleria Rusticana". Tickets 75¢-\$2, obtainable at box office. Publ.: Jean Dalrymple, MU. 5-3114.

Wednesday...PREMIERE: "GOING MY WAY" (Movie) PARAMOUNT THEATRE, TIMES SQUARE
 May 3 A Paramount singing picture starring Bing Crosby and Rise Stevens. Costumes, Edith Head. Publicity: Aileen Brenon, BR. 9-8700.

Wednesday...PREMIERE: "ADVENTURES OF MARK TWAIN" (Movie) HOLLYWOOD, B'WAY AT 51ST ST.
 May 3 A Warner Brothers picture starring Frederic March and Alexis Smith. Costumes, Orry Kelly. Publicity: Eve Siegal, CI. 6-1000.

Friday.....PREMIERE: "BETWEEN 2 WORLDS" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 May 5 A Warner Brothers picture starring John Garfield, Eleanor Parker and Paul Henreid. This is a brooding picture of life after death, adapted from the play "Outward Bound." Costumes, Leah Rhodes. Publicity: Eve Siegal, CI. 6-1000.

Tuesday.....OPENING: "NEW MOON" NEW YORK CITY CENTER 131 WEST 55TH STREET
 May 16 "New Moon" will inaugurate the new musical comedy and operetta season at the New York City Center. Directed by Jose Ruben. Music by Sigmund Romberg. Publicity: Carl Bernstein, CI. 6-0427.

Saturday....PREMIERE: "MAKE YOUR OWN BED" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 May 26 This is a Warner Bros. picture, starring Jane Wyman, Jack Carson and Irene Manning. A modern comedy about the servant problem. Costumes, Milo Anderson. Publicity: Eve Siegal, CI. 6-1000.